balance in the district *{i.e.* 15% of the district allocation of the previous year) from the amount of second instalment.

Benefits of Rural Development Schemes

1912. DR. DASARI NARAYANA RAO: Will the Minister of RURAL DEVELOPMENT be pleased to state the details of foolproof arrangements Government have made to ensure that the benefits of the rural development schemes reach the targeted persons in Andhra Pradesh and rest of the country?

THE MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI ANNASAHEB M.K. PATIL): The Ministry has developed a comprehensive system of monitoring the implementation of the programmes, including utilisation of funds, through mechanisms such as regular visits to the field by Officers of the Ministry of Rural Development, meetings of the Performance Review Committee, Periodic Progress Reports from State Governments, Concurrent and Quick Evaluation of Programmes etc. Vigilance and Monitoring Committees, with greater role for Members of Parliament, have also been reconstituted at State and District levels, to make them vital instruments of effective monitoring of the implementation of the programmes of the Ministry, so that the benefits of the Rural Development Schemes reach the targeted persons in all the States, including Andhra Pradesh.

Offer from Pakistani textile industry

1913. SHRIMATI SHABANA AZMI: Will the Minister of TEXTILES be pleased to state:

(a) whether as a goodwill gesture, the Pakistani textile industry has offered Indian exporters a share in their unused quota for exporting garments to the European Union and the United States;

(b) if so, whether the arrangement is expected to benefit the Indian textile industry, which has a high level of demand for certain products categories but is unable to meet that demand due to quota restrictions;

(c) if so, whether any agreement in this regard was signed recently; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANGOUDA R. PATIL): (a) No, Sir.

(b) to (d) Do not arise, in view of (a) above.

Brand Equity Fund for textiles and apparel products

1914. SHRIMATI JAMANA DEVI BARUPAL:
DR.T.SUBBARAMI REDDY:

Will the Minister of TEXTILES be pleased to state:

(a) whether Government propose to operate the Brand Equity Fund, exclusively for textile and apparel products to intensify market promotional measures to consolidate the existing markets and to develop new potential markets in Latin America and Africa;

(b) whether the Textile Ministry has taken up the issue with the Ministry of External Affairs to issue preferential trading blocks;

(c) if so, whether textile experts have suggested that the textile imports be minutely monitored; and

(d) if so, to what extent Government has considered these suggestions?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANGOUDA R. PATIL): (a) Government is already operating a Brand Equity Fund Scheme to promote Indian brands in overseas markets with the primary objective of brand promotion.

The Central assistance under the scheme is provided for the following activities:

- to finance the activities linked to the objective of brand promotion as distinct from export promotion.
- Undertake international promotions to project India as a whole as well as specific production sectors *viz.,* Industry, agriculture, services etc.
- Support sectoral promotions: *e.g.,* within industry, specific industries like engineering, textiles, electronics, pharmaceuticals, softwares etc.